

## Message Text

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ACTION ARA-14

INFO OCT-01 EB-08 ISO-00 USIA-15 /038 W  
-----045159 250443Z /21

R 241620Z AUG 77 ZDK  
FM AMEMBASSY MEXICO  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 4457  
AMCONSUL BELIZE  
AMEMBASSY BOGOTA  
AMCONSUL CALI  
AMEMBASSY CARACAS  
AMCONSUL GUADALAJARA  
AMEMBASSY GUATEMALA  
AMCONSUL GUAYAQUIL  
AMCONSUL HERMOSILLO  
AMEMBASSY MANAGUA  
AMCONSUL MARACAIBO  
AMCONSUL MEDELLIN  
AMCONSUL MERIDA  
AMCONSUL MONTERREY  
AMEMBASSY PANAMA  
AMEMBASSY QUITO  
AMEMBASSY SAN JOSE  
AMEMBASSY SAN SALVADOR  
AMEMBASSY TEGUCIGALPA  
ALL OTHER CONSULATES IN MEXICO (BY POUCH)

UNCLAS SECTION 1 OF 2 MEXICO 14123V

FOR STERLING,OIM

E.O. 11652:N/A  
TAGS.: BEXP,MX  
SUBJECT: END OF SHOW REPORT: GRAPHIC INDUSTRIES EQUIP.  
EXH., AUGUST 15-19, 1977, U.S. TRADE CENTER, MEXICO CITY

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1. NAME OF EVENT: GRAPHIC INDUSTRIES EQUIP. EXH.
2. PLACE & DATES: U.S. TRADE CENTER, MEXICO CITY, AUGUST 15-19, 1977
3. PARTICIPANTS: 21 (NTM-15, OTM-6)
- 3A. EXHIBITORS: 34 (NTM-23, OTM-11) S-9, M-20, L-5
4. FLOOR SALES AT EXH., INCLUDING DOLLAR VALUE OF MERCHANDISE TURNED OVER TO AGENTS & DISTRIBUTORS:

\$243,660, (NTM-\$110,700, OTM-\$132,960)

5. EXPECTED TO BE SOLD OVER PERIOD OF NEXT 12 MONTHS AS  
RESULT OF THIS EXH.: \$5,437,500 (NTM-\$2,696,000,  
OTM-\$2,731,500)

6. COMPANIES SEEKING REPS.: 11

7. REPS. SIGNED: 5

8. REPS. EXPECTED TO BE SIGNED DURING NEXT 12 MONTHS: 15

8A. LEADS: 43

9. COMPANIES SEEKING JOINT VENTURES OR LICENSEES: 2

10. JOINT VENTURES OR LICENSEES SIGNED: 0 (NONE)

10A. JOINT VENTURES OR LICENSEES EXPECTED TO BE SIGNED  
DURING NEXT 12 MONTHS: 2

10B. LEADS: 4

11. SALES LEADS: 1,700, (NTM-1,165, OTM-535)

12. REGISTERED ATTENDANCE: 2,064

13. MARKETING OBJECTIVES SUMMARY:

A. FIRMS FULLY ACHIEVING PRIMARY MARKETING OBJECTIVES: 31,  
(NTM-22, OTM-9)

B. FIRMS PARTIALLY ACHIEVING PRIMARY MARKETING OBJECTIVES:  
3, (NTM-1, OTM-2)

C. FIRMS FAILING TO ACHIEVE PRIMARY MARKETING OBJECTIVES:0

14. COMMENTS:

A. THIS WAS TRADE CENTER MEXICO CITY'S FOURTH GRAPHIC ARTS  
EQUIP. EXH. ATTENDANCE, AT 2,064, WAS EXCELLENT, ALTHOUGH  
NOT AS LARGE AS THAT REGISTERED IN 1975. SALES WERE,  
MILDLY DISAPPOINTING, HOWEVER, REFLECTIVE MEXICO'S  
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CONTINUING ECONOMIC DIFFICULTIES. IMMEDIATE SALES OF OVER  
243 THOUSAND & 12 MONTH PROJECTIONS OF OVER 5.4 MILLION,  
WHILE SUBSTANTIALLY LOWER THAN 1975 FIGURES, WERE VERY  
GOOD, UNDER THE CIRCUMSTANCES, & DEMONSTRATE THAT GRAPHIC  
ARTS INDUSTRY IN MEXICO IS STILL GOOD MARKET FOR NEW &  
IMPROVED EQUIP. AS EFFECTS OF YEAR AGO DEVALUATION OF PESO  
WEAR OFF & MEXICAN ECONOMY CONTINUES ITS STEADY, THOUGH  
SLOW, IMPROVEMENT, MARKET FOR THIS EQUIP. SHOULD GROW AT  
ACCELERATED RATE.

B. QUALITY OF ATTENDANCE WAS OUTSTANDING, INCLUDING  
PERSONNEL FROM ALL MAJOR NEWSPAPER CHAINS & PUBLISHERS, AS  
WELL AS MAJOR & MINOR COMMERCIAL PRINTERS. IN  
ADDITION TO REGISTERED TOTAL, THERE WERE GRAPHIC ARTS  
STUDENTS FROM TECHNICAL SCHOOLS & UNIVERSITIES IN MEXICO  
CITY. FLOW OF VISITORS WAS OF MANAGEABLE PROPORTIONS  
THROUGHOUT EVENT, ALTHOUGH FIRST NIGHT ATTENDANCE OF 630  
DID CAUSE SOME CONGESTION AT TIMES. OUT OF TOWN ATTENDANCE  
OF 149, OR ABOUT SEVEN PERCENT OF TOTAL, WAS LESS THAN  
ANTICIPATED, BUT WELCOME. LARGEST CONTINGENT WAS FROM  
GUADALAJARA WITH 25, ALONG WITH 15 PERSONS FROM OTHER  
CITIES IN THE GUADALAJARA CONSULAR DISTRICT. SECOND LARGEST  
GROUP WAS FROM MONTERREY WITH 17, ALONG WITH FOUR PERSONS

FROM OTHER CITIES IN THE MONTERREY CONSULAR DISTRICT. OTHER MEXICAN AREAS WITH NOTEWORTHY ATTENDANCE INCLUDED STATES OF VERACRUZ, 13 REGISTRANTS, OAXACA, SIX REGISTRANTS, AND TABASCO, FIVE REGISTRANTS. THIRD COUNTRY ATTENDANCE INCLUDED FIVE FROM NICARAGUA, TWO FROM HONDURAS AND ONE EACH FROM EAST GERMANY, PUERTO RICO, SAN SALVADOR, SWEDEN & VENEZUELA. THERE WERE 18 VISITORS FROM U.S.A.

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R 241620Z AUG 77

FM AMEMBASSY MEXICO

TO USDOC WASHDC

INFO SECSTATE WASHDC 4458

AMCONSUL BELIZE

AMEMBASSY BOGOTA

AMCONSUL CALI

AMEMBASSY CARACAS

AMCONSUL GUADALAJARA

AMEMBASSY GUATEMALA

AMCONSUL GUAYAQUIL

AMCONSUL HERMOSILLO

AMEMBASSY MANAGUA

AMCONSUL MARACAIBO

AMCONSUL MEDELLIN

AMCONSUL MERIDA

AMCONSUL MONTERREY

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ALL OTHER CONSULATES IN MEXICO (BY POUCH)L

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C. GRAPHIC ARTS CLEARLY REMAINS ONE OF MEXICO'S STRONGEST & MOST PROGRESSIVE INDUSTRIES & ONE OF TRADE CENTER MEXICO CITY'S STRONGEST THEMES. WE HAVE LEARNED, HOWEVER, THAT NATIONAL EXPOSITIONS PLANS A REPEAT OF ITS SUCCESSFUL 1976 MEXPRINT SHOW IN FEB. OF 1979, THEREBY PREVENTING US FROM

USING THIS THEME FROM OUR PLANNED 1979 SHOW. WE WOULD HOPE  
TO HAVE ANOTHER GRAPHIC ARTS EVENT, IF NO FURTHER CONFLICTS  
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ARISE, SOMETIME IN 1980.

15. SUCCESS STORIES:

A. E.I. DUPONT DE NEMOURS & CO., PHOTO PRODUCTS DEPT.,  
REPRESENTED BY LITO ACCESORIOS, REPORTED IMMEDIATE SALES  
OF \$30,000 & PROJECTED SALES OF \$150,000 ON THE BASIS OF  
20 LEADS OBTAINED DURING THE EXH. THE FIRM'S CHROMALIN  
OFFSET PLATES & PROCESSING EQUIP. DREW A STEADY VOLUME  
OF VISITORS WHO WERE INTERESTED IN ITS ONE PLATE COLOR  
PRINTING PROCESS AS WELL AS OTHER FEATURES OF THIS GROUP  
OF GRAPHIC ARTS PRODUCTS. (CLEARED FOR PUBLICATION)  
B. G.O. GRAPHICS, INC., A NEW TO MARKET FIRM REPRESENTED  
BY GRAFITRONIC, S.A., FOUND READY ACCEPTABLE FOR ITS LINE  
OF COMPOSING TERMINALS. SERGIO ARCE, GRAL. MGR. OF  
GRAFITRONIC, REPORTED IMMEDIATE SALES OF \$3,000 & 12 MONTH  
PROJECTED SALES OF \$45,000 FOR THE G.O. GRAPHIC EQUIP.  
(CLEARED FOR PUBLICATION)

C. LARGEST IMMEDIATE SALES IN THE EXH. WERE REPORTED BY  
MERGENTHALER LINOTYPE CO. FIRM OBTAINED 100 SALES LEADS &  
IMMEDIATE SALES OF \$70,000, TOGETHER WITH EXPECTED 12  
MONTH SALES OF \$500,000. FIRM EXHIBITED COMPLETE  
PHOTOCOMPOSITION SYSTEM WHICH ATTRACTED GREAT  
INTEREST. GUSTAVO GRAHAM, ADMINISTRATIVE MANAGER FOR  
MERGENTHALER'S MEXICAN AGENT, COMMENTED THAT IT WAS A  
"GOOD SHOW". (CLEARED FOR PUBLICATION)

16. A. IN PARAGRAPH 14-C, LINE 6 SHOULD READ: USING THIS  
THEME FOR 1979 SCHEDULE, AS PLANNED.

B. IN PARAGRAPH 15-B, LINE 2 SUBSTITUTE ACCEPTANCE FOR  
ACCEPTABLE. THOMPSON

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## Message Attributes

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UNCLASSIFIED  
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**To:** COM  
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**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009